

DVD Life Cycle (pre-InterActual)

FIGURE 1

1. Author

210

Creative/Content Development

Author Video Assets

Author Rom Assets

212

2. Distribute

214

Replication

216

Distribution

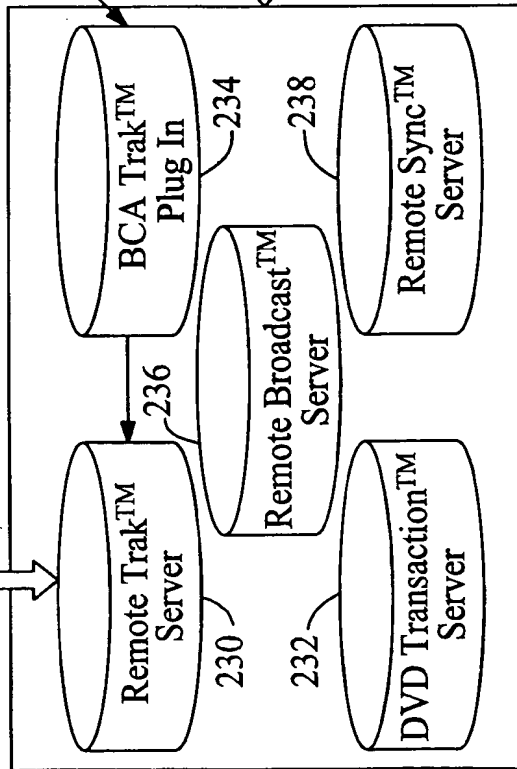
Retailer

BCA Data

218

4. Market

3. Consume



PC Friendly DVD

Consumer PC

220

Consumer Player

FIGURE 2

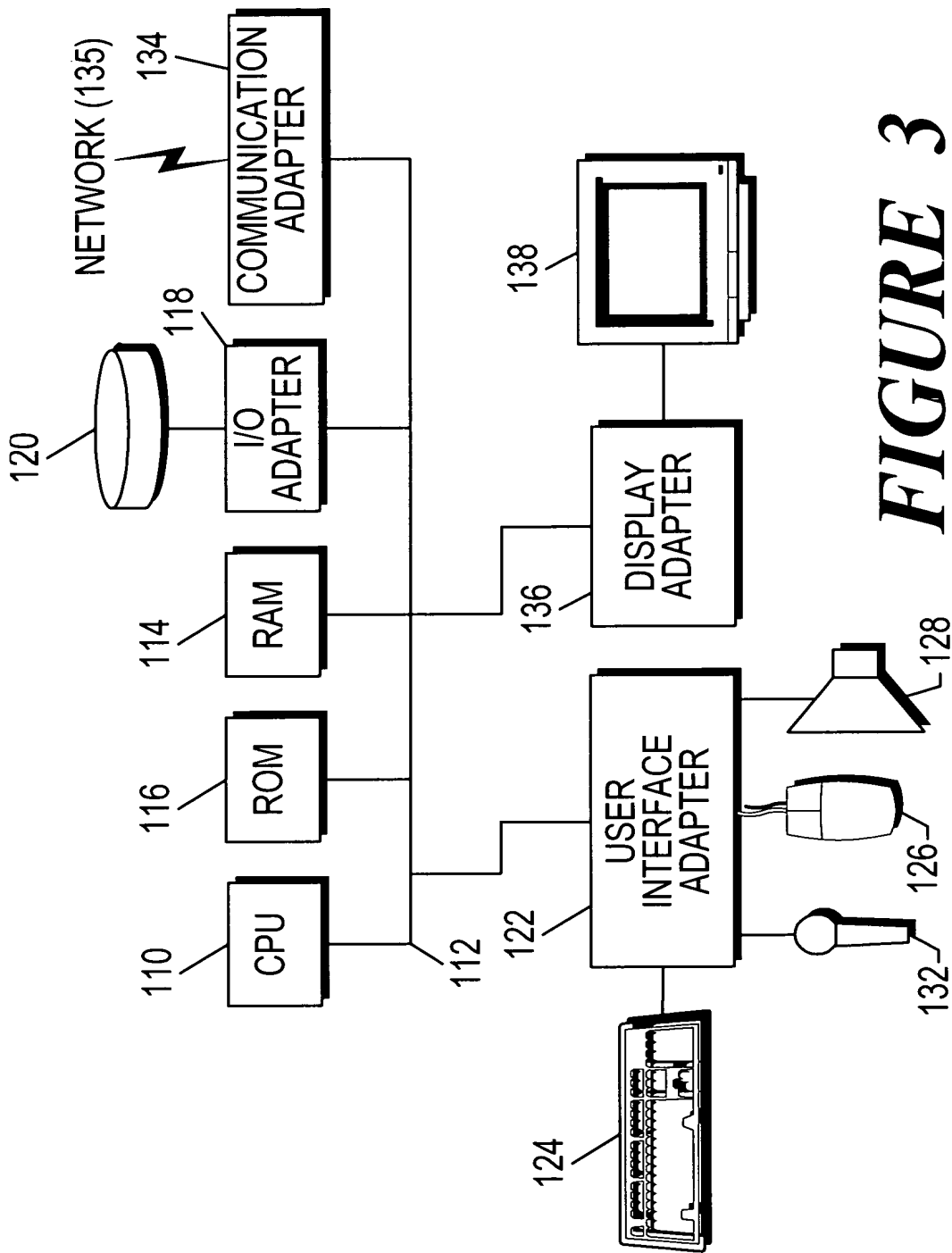


FIGURE 3

DVD life Cycle (pre-InterActual)

Overview:

- 1) Very similar life cycle to a video cassette: video is authored, distributed to retail centers/outlets, purchased by consumer for playback on TVs.
- 2) Linear life cycle: No further contact with consumer.

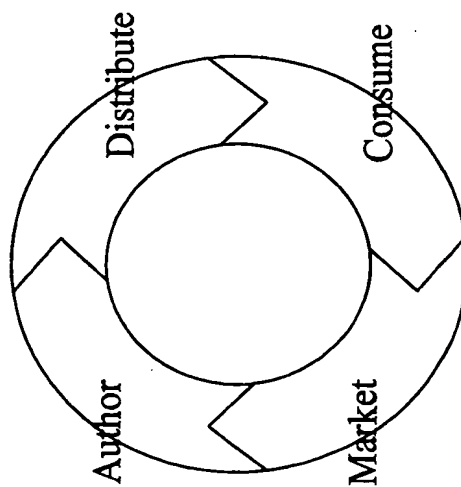


FIGURE 4

DVD life Cycle (w/InterActual's Software)

Overview:

- 1) PC market offers a completely new phase to DVD's life cycle: marketing. Motivating PC consumers to purchase and interact with DVDs provides for additional branding and direct marketing opportunities online.
- 2) Performance and usage information collected online can be used to influence content creation process - turning the linear life span into a cyclical one.
- 3) Internet can be used to deliver new content.



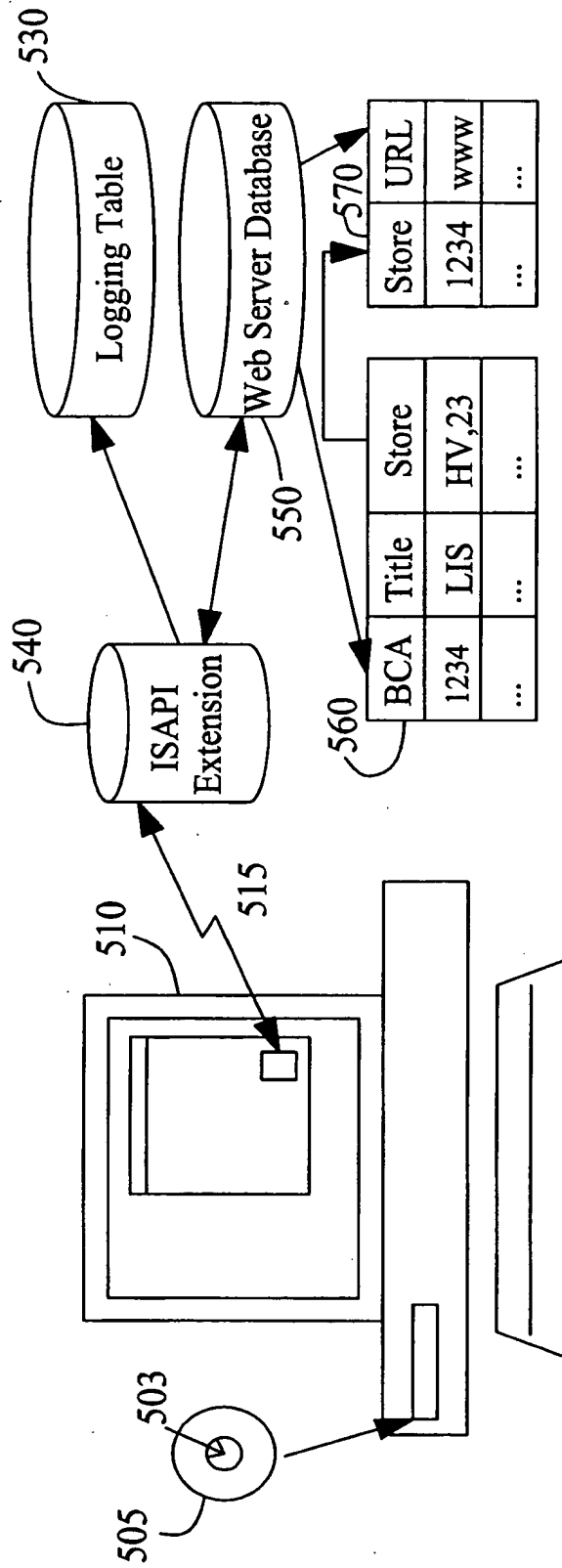


FIGURE 5

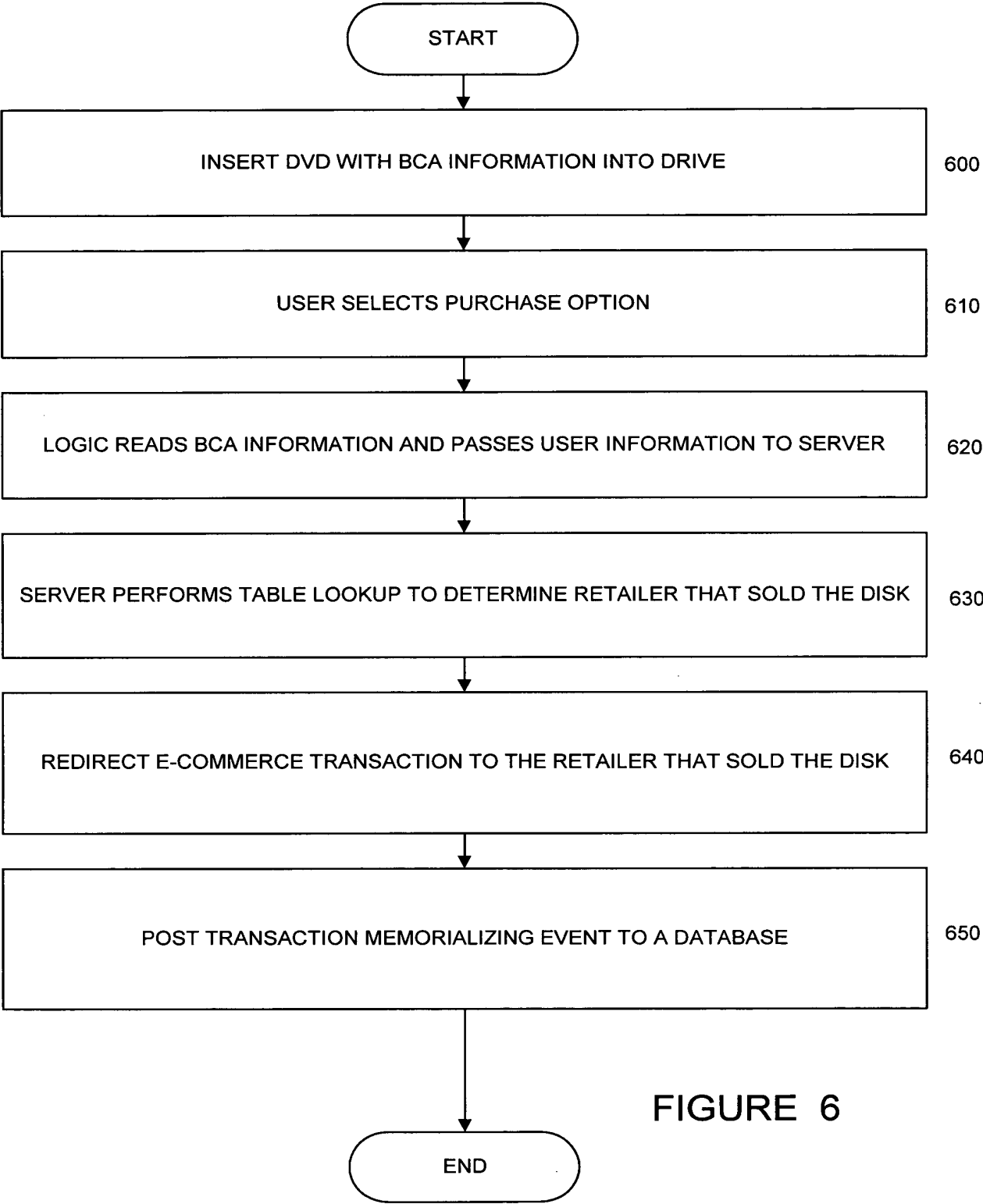


FIGURE 6

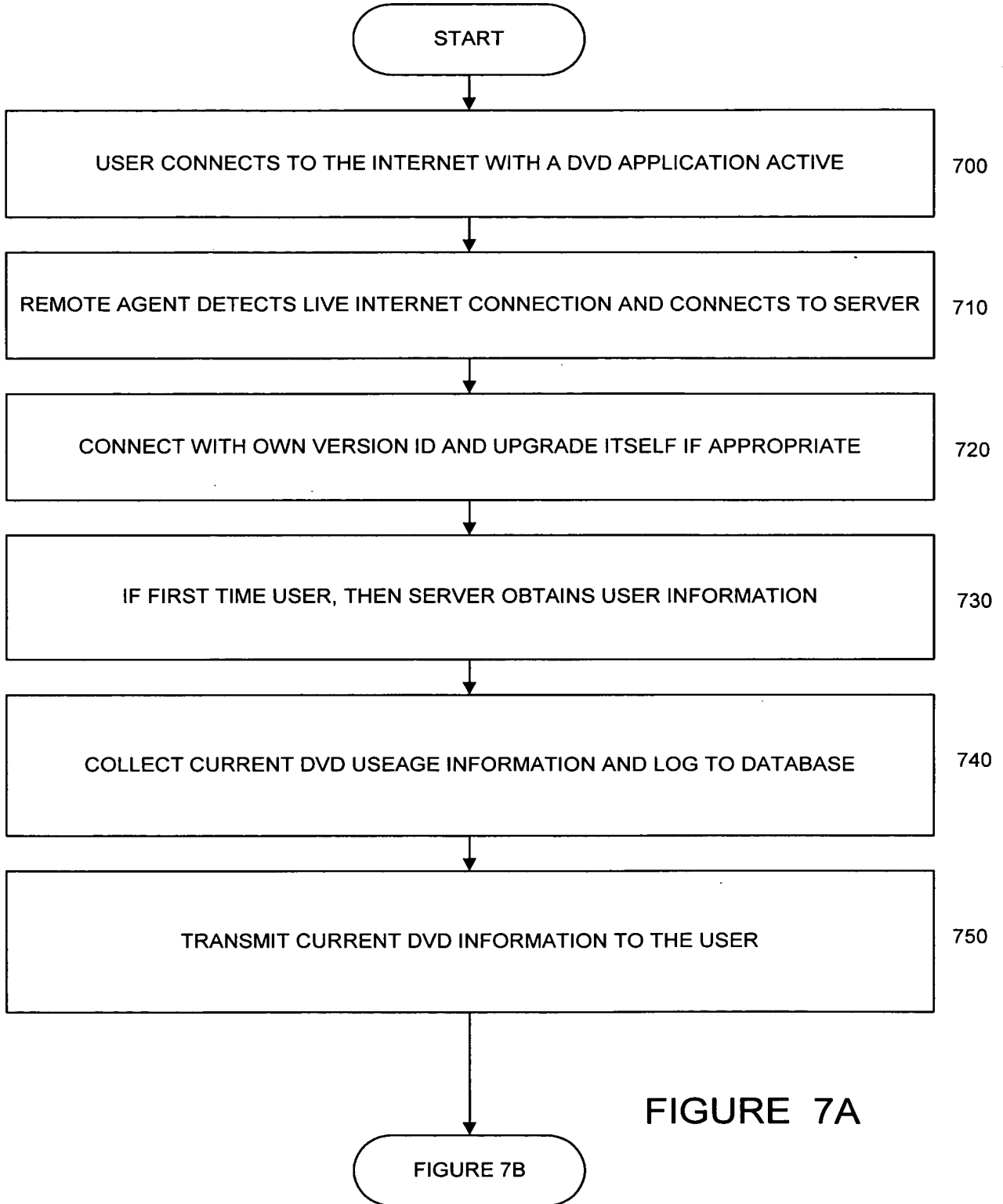


FIGURE 7A

667240 20250226

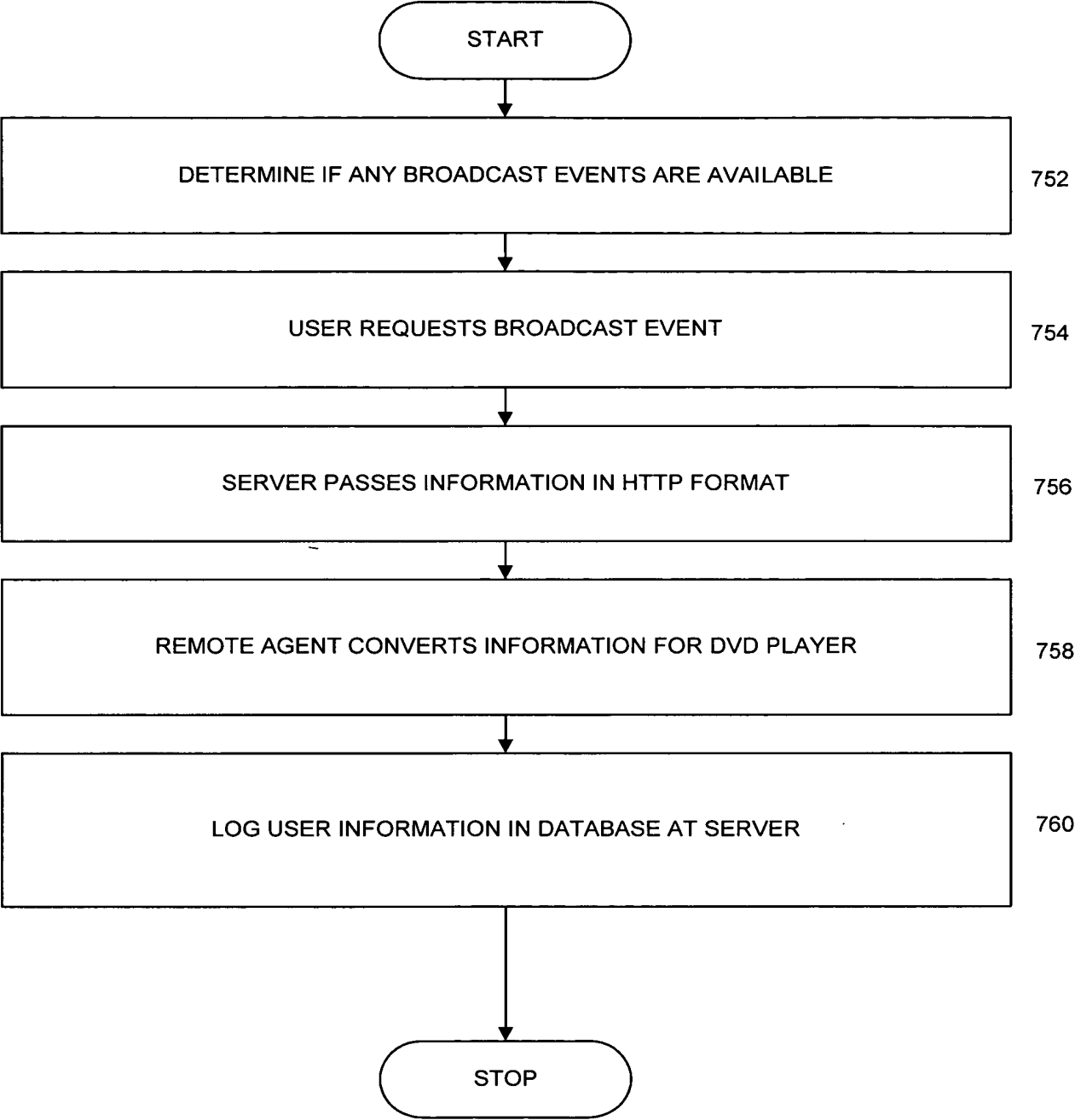


FIGURE 7B

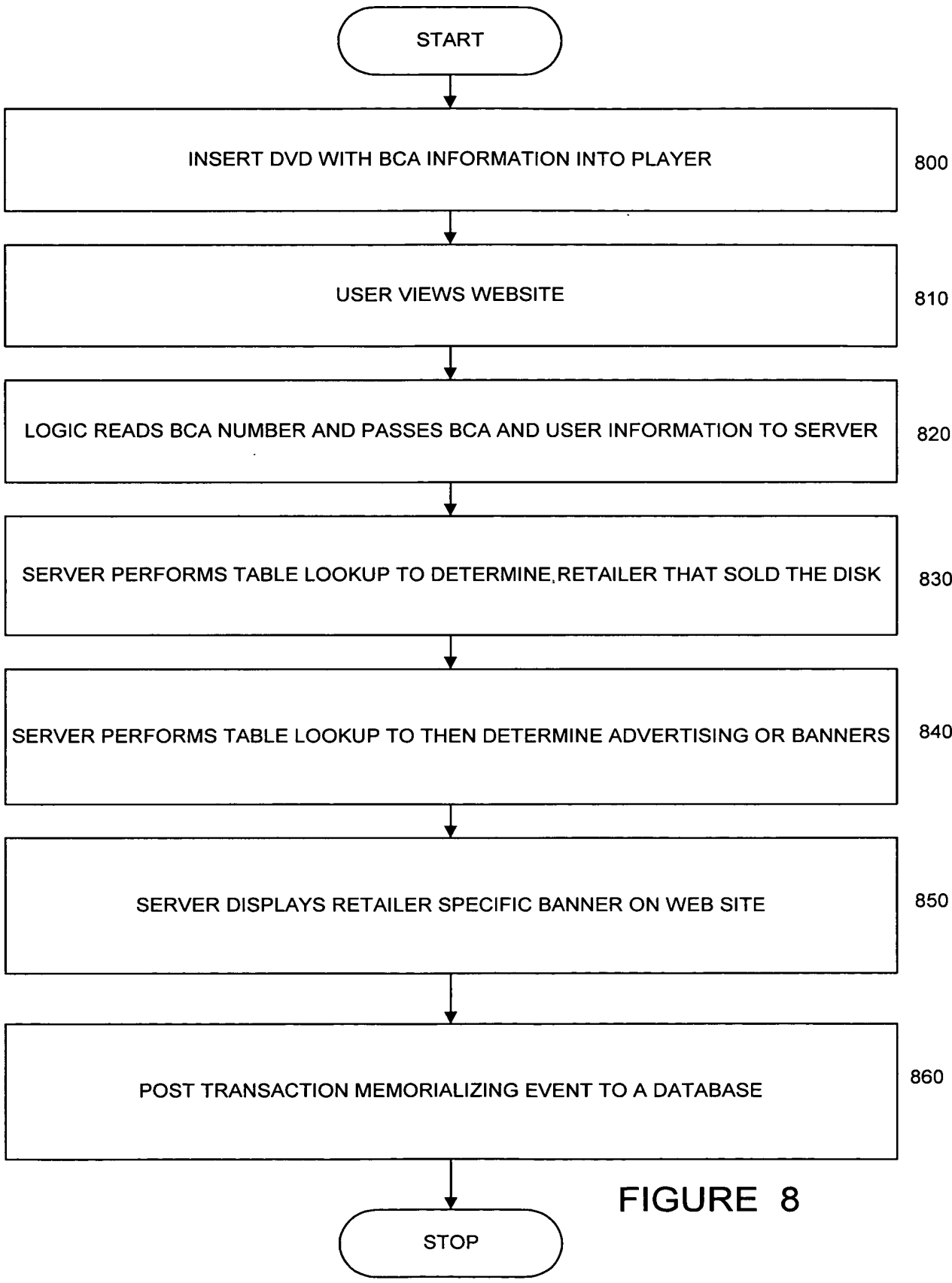


FIGURE 8

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APPROVED	O.G. FIG.	
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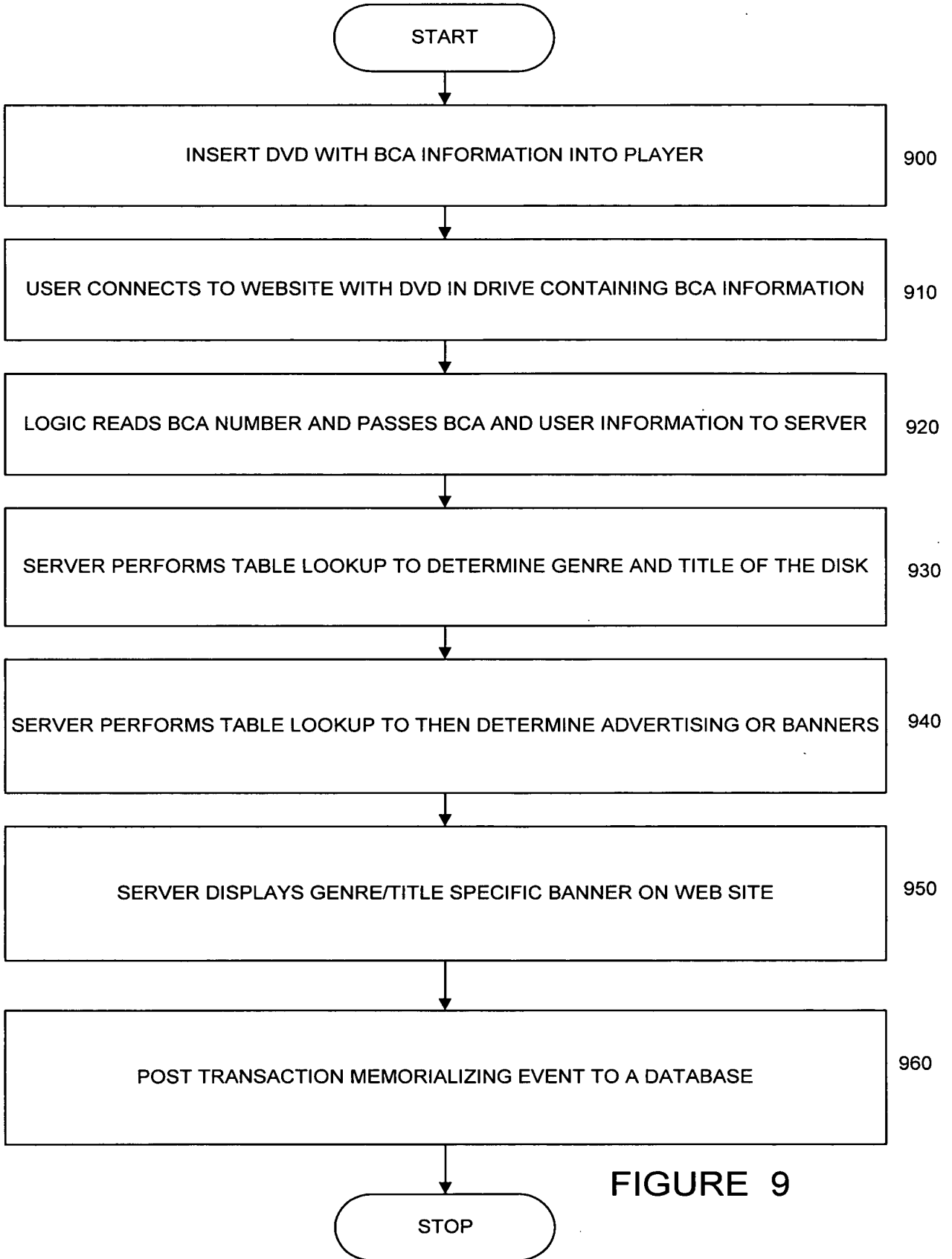


FIGURE 9

661240" 20296260

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BY	CLASS	SUBCLASS
DRAFTSMAN		

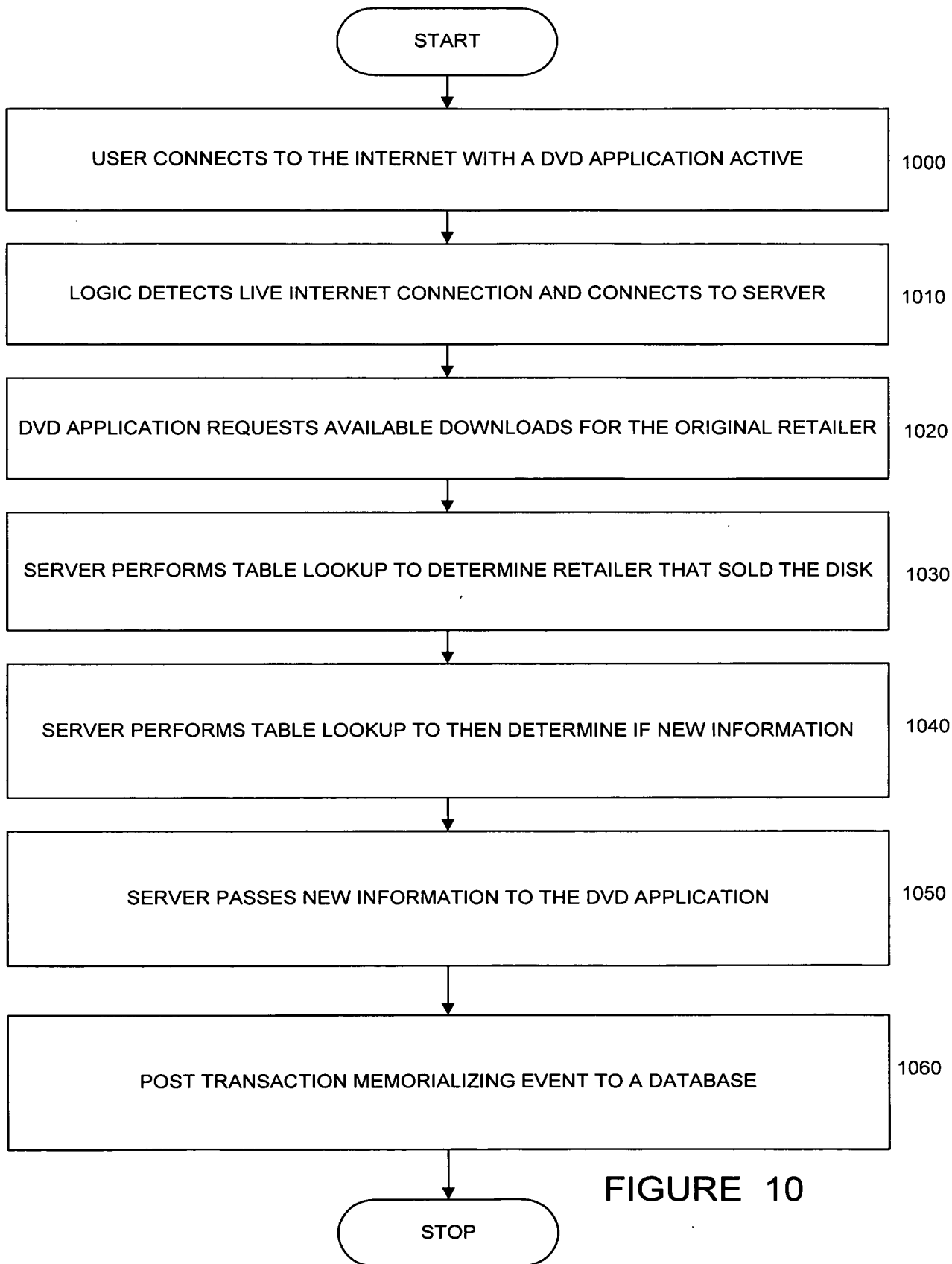


FIGURE 10

APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
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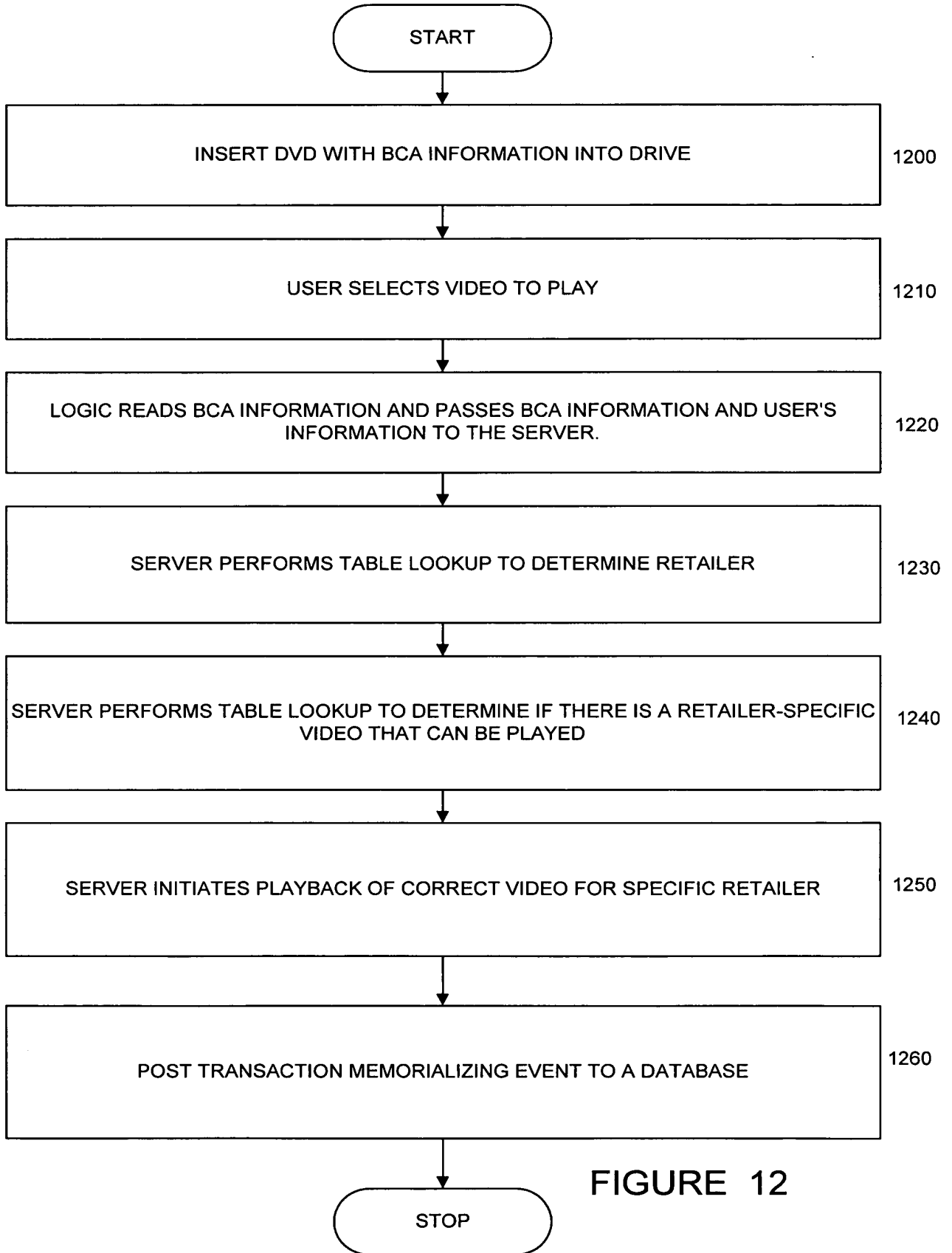


FIGURE 12

667240" 20250260

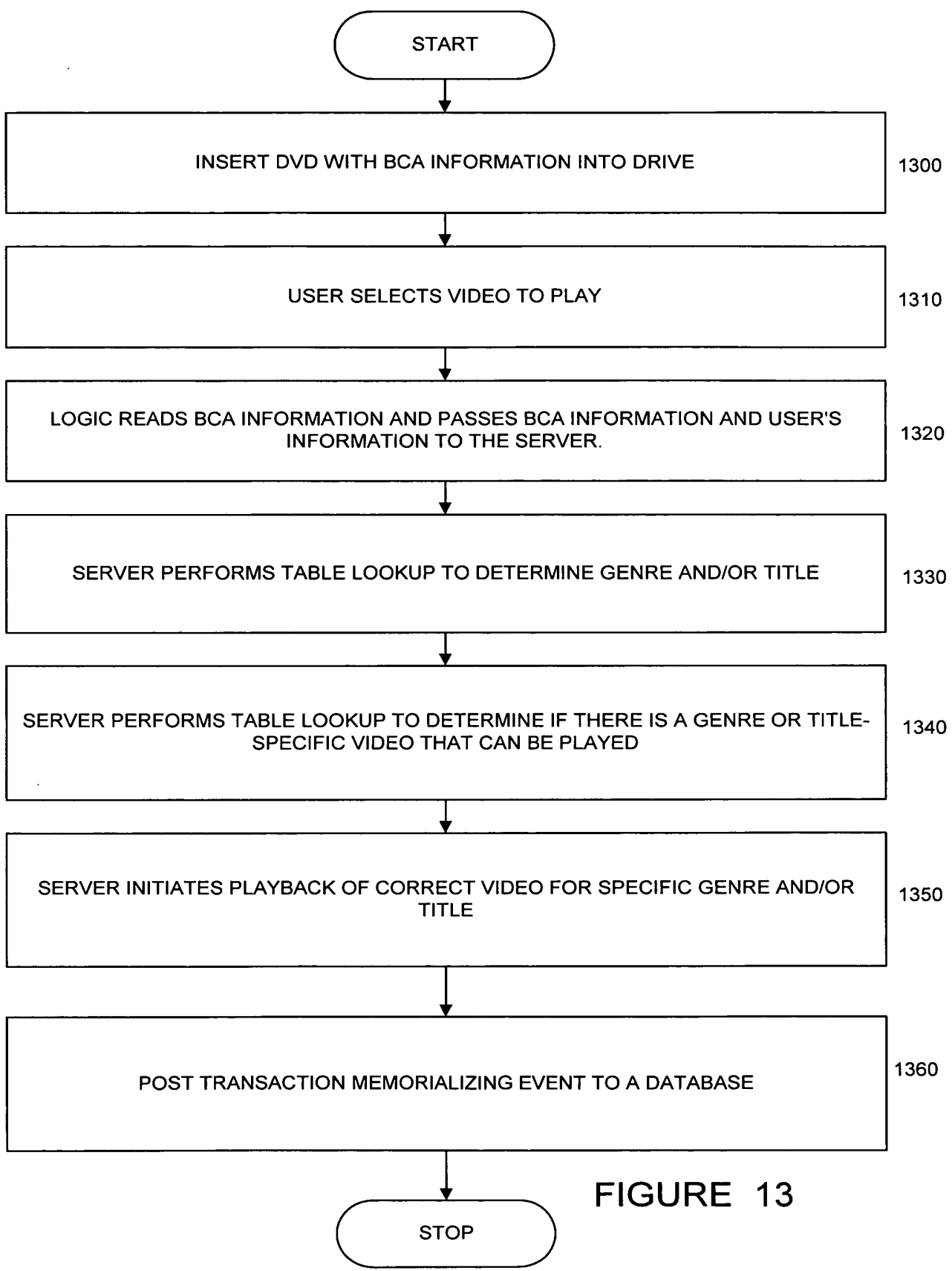


FIGURE 13

66740" 20296260

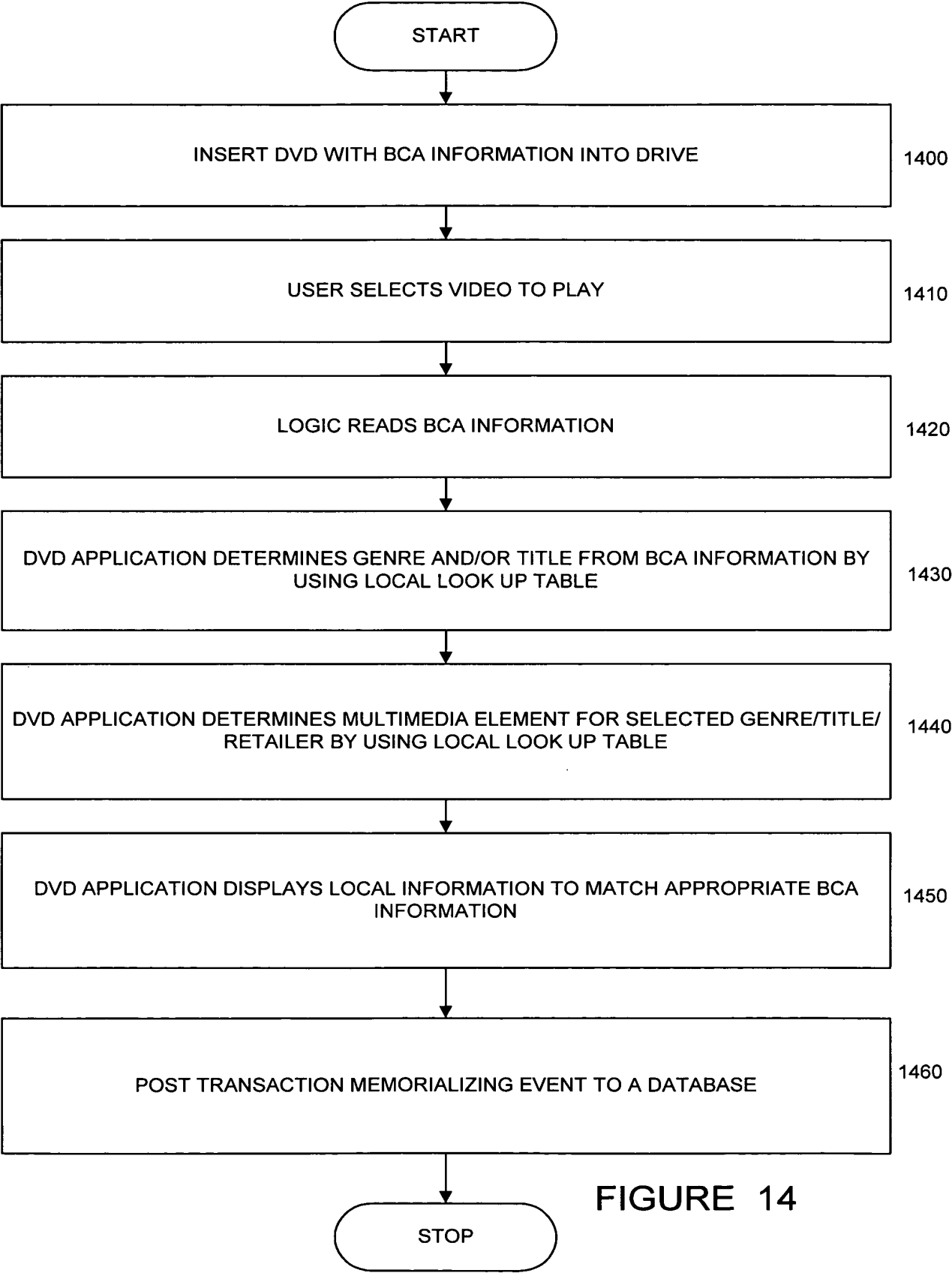


FIGURE 14

667240" 20230260

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DRAFTSMAN		

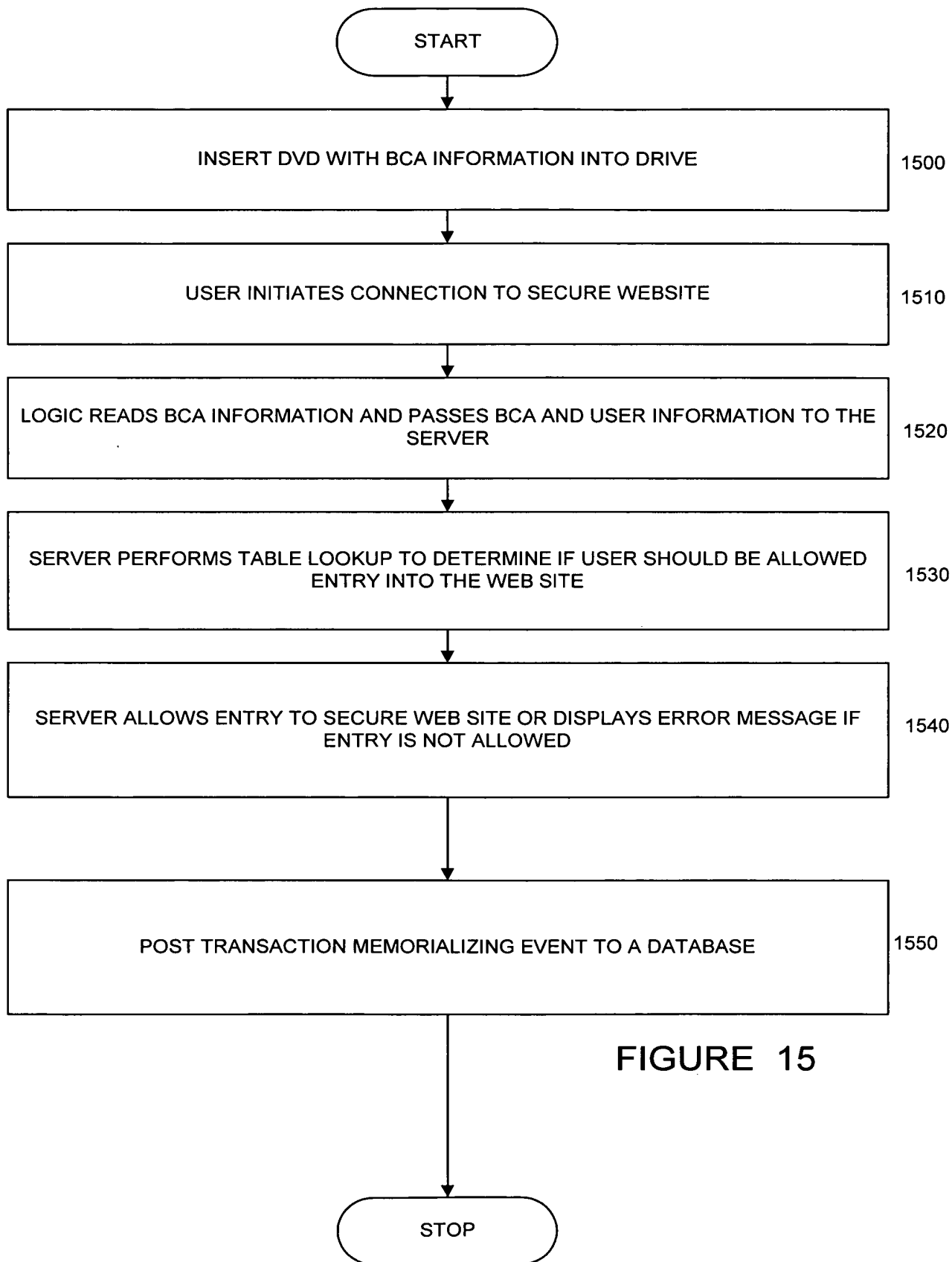


FIGURE 15

66740" 20296260

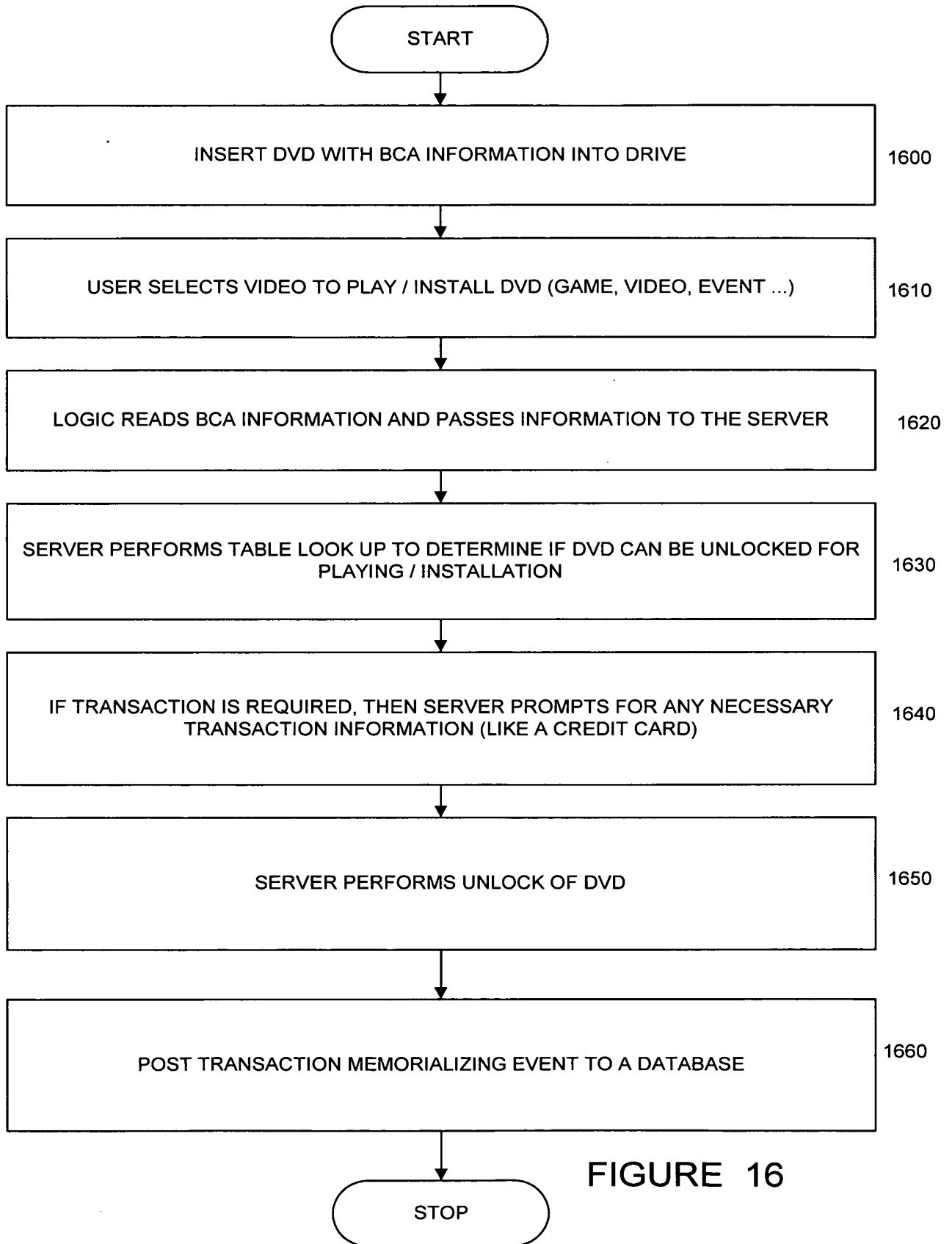


FIGURE 16

667440 20250260

661240" 20236260

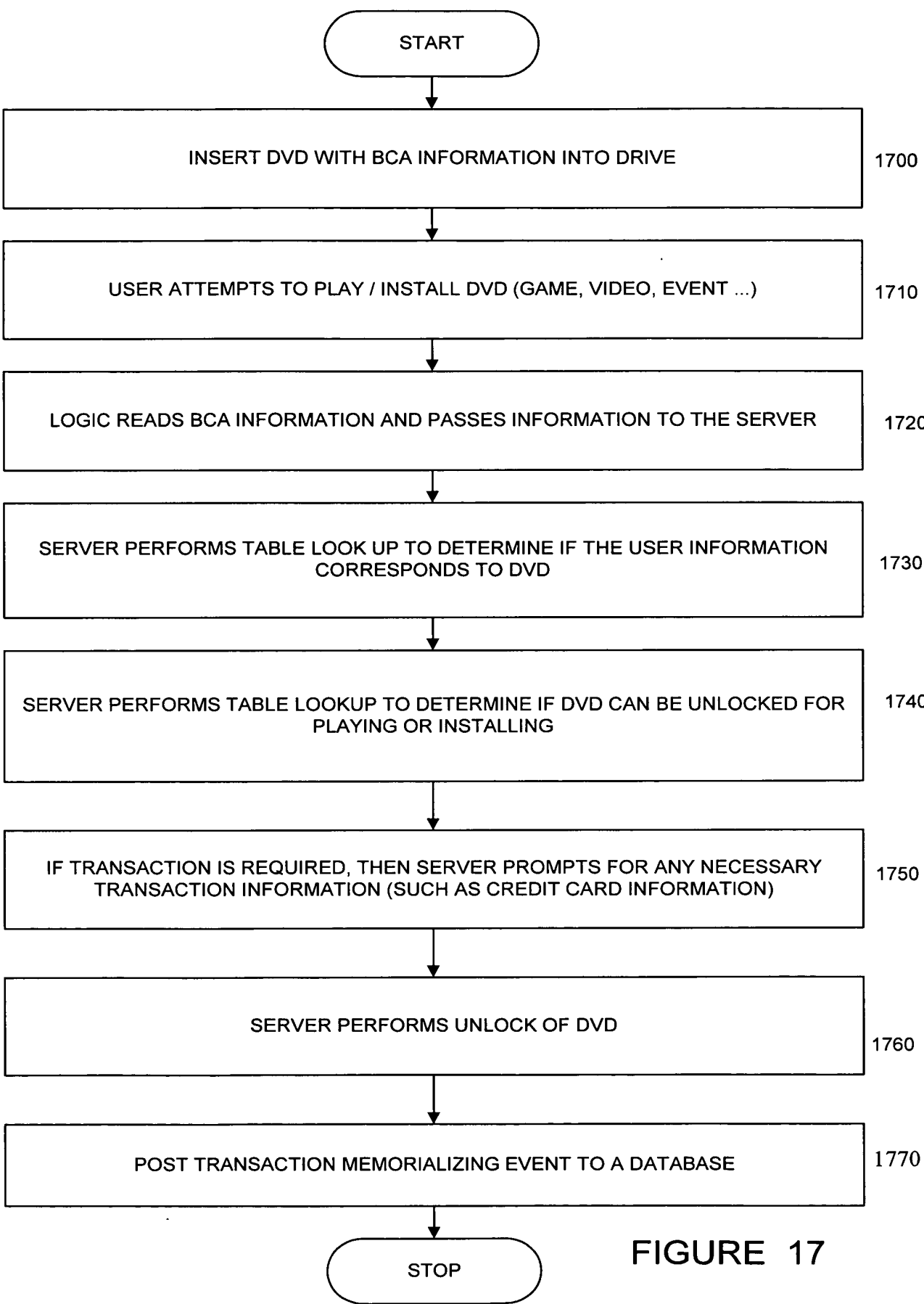


FIGURE 17

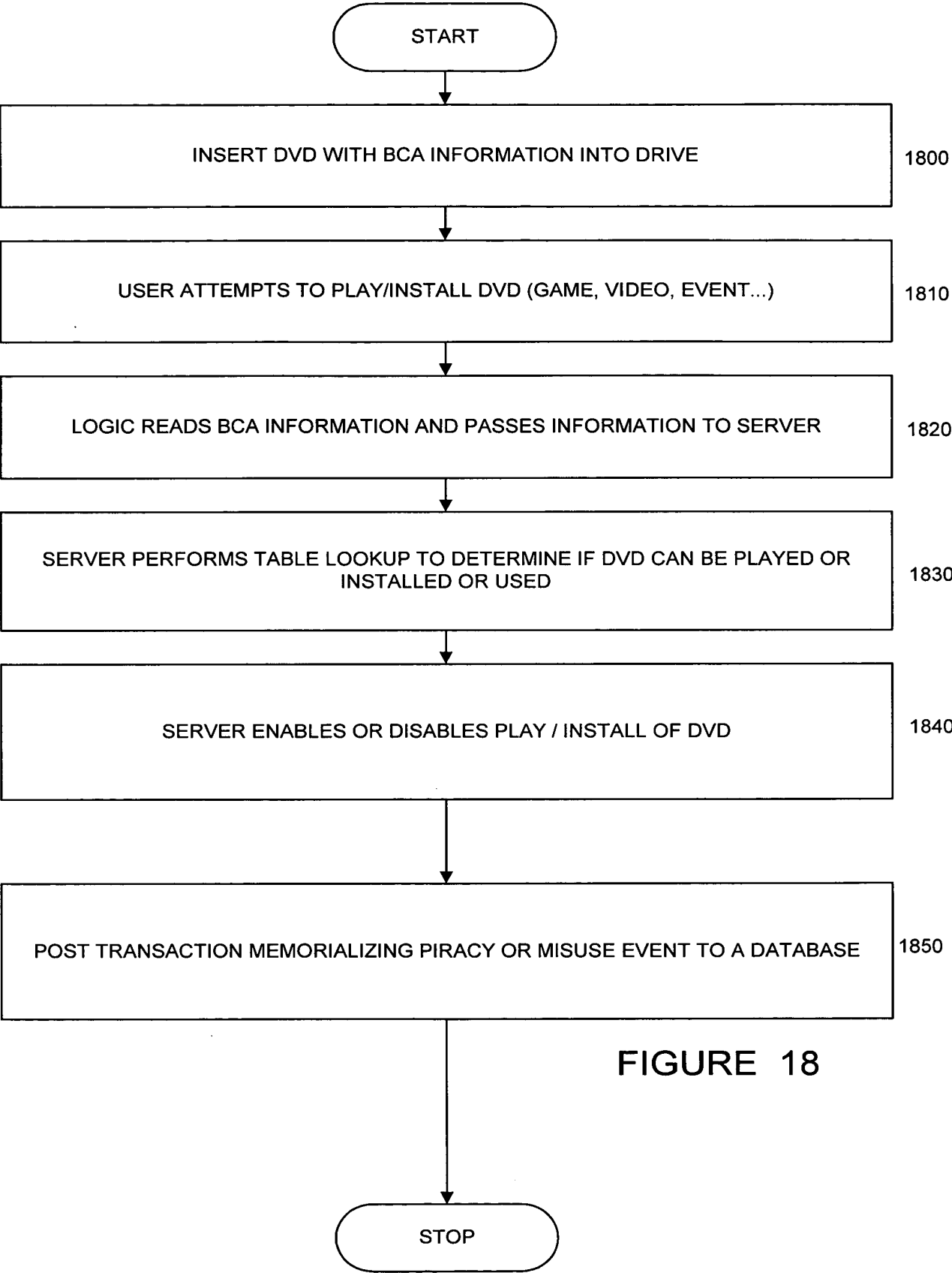


FIGURE 18

09296202.042199
66T240" 20296260

APPROVED	O.G. FIG.	
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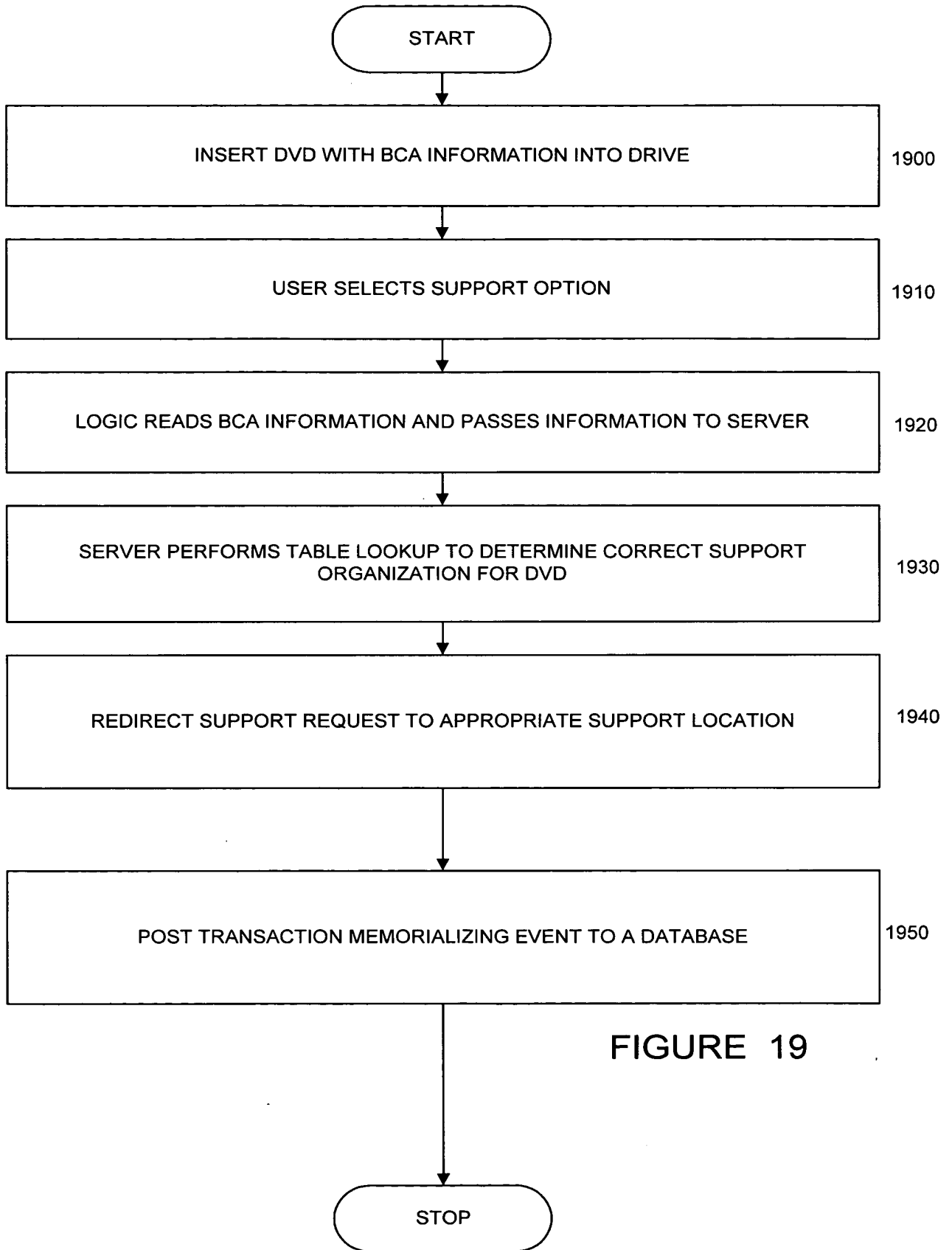


FIGURE 19

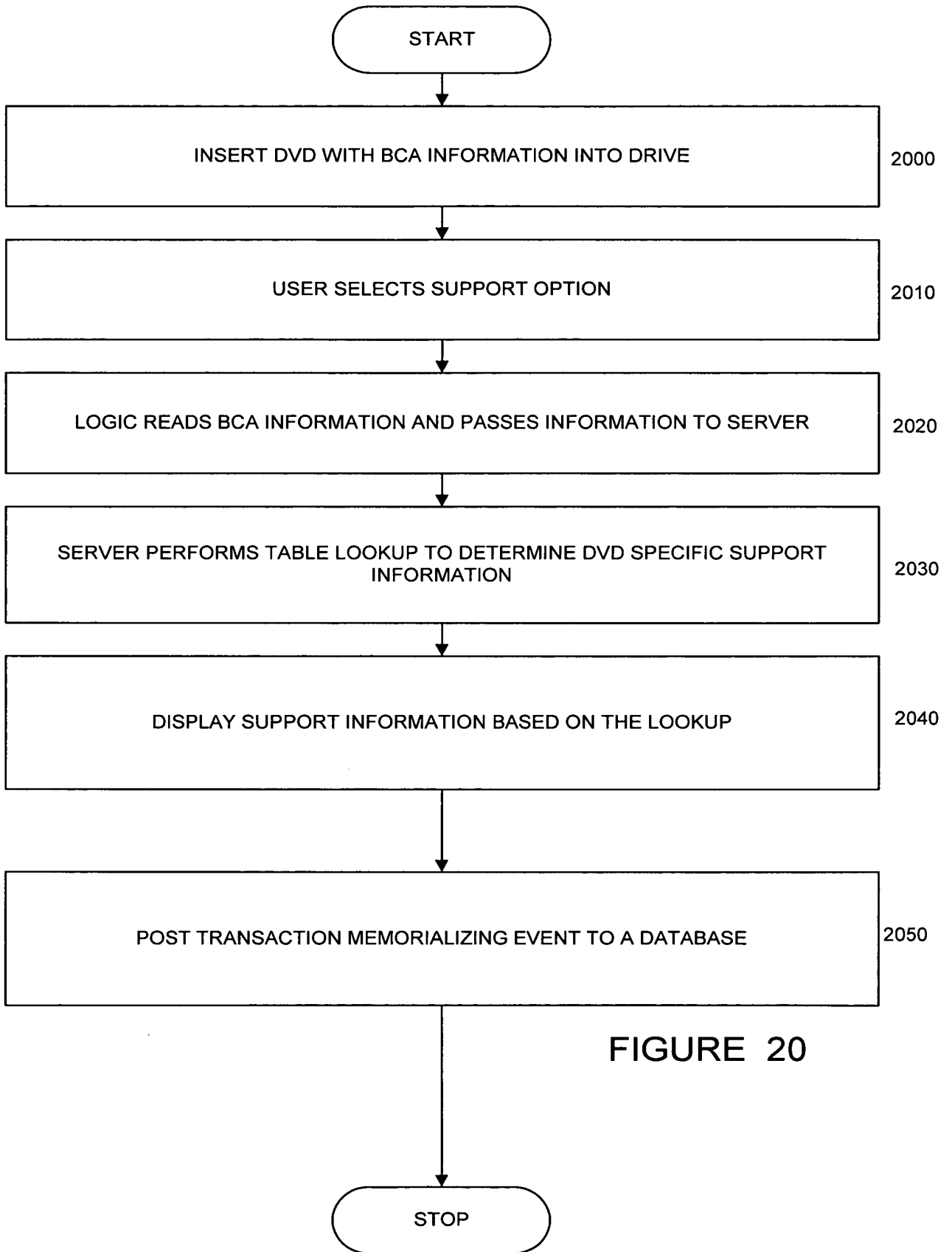


FIGURE 20

09296200.0219
65T210" 20296260

APPROVED	O.G. FIG.	
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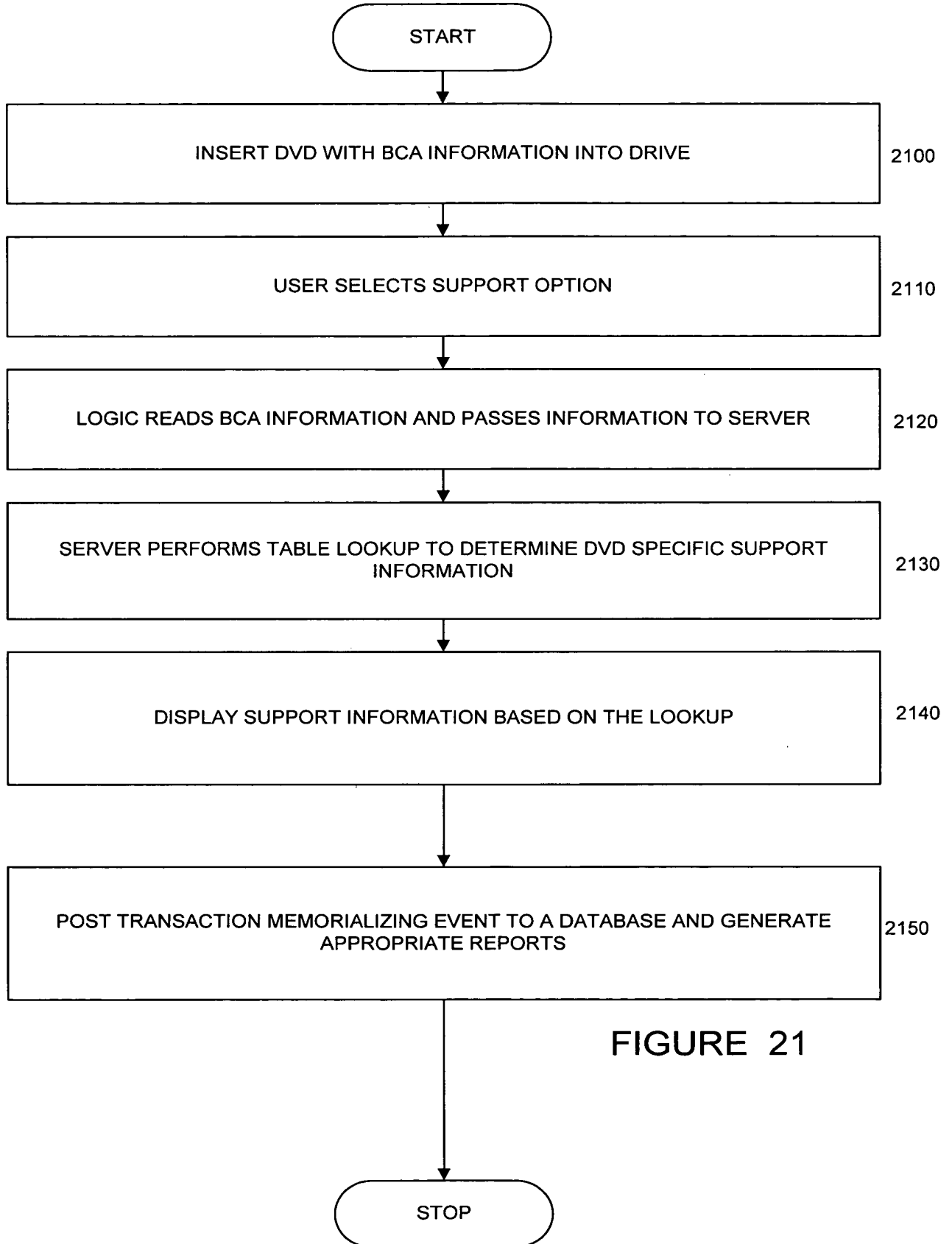


FIGURE 21

667240" 20296260

APPROVED	O.G. FIG.	
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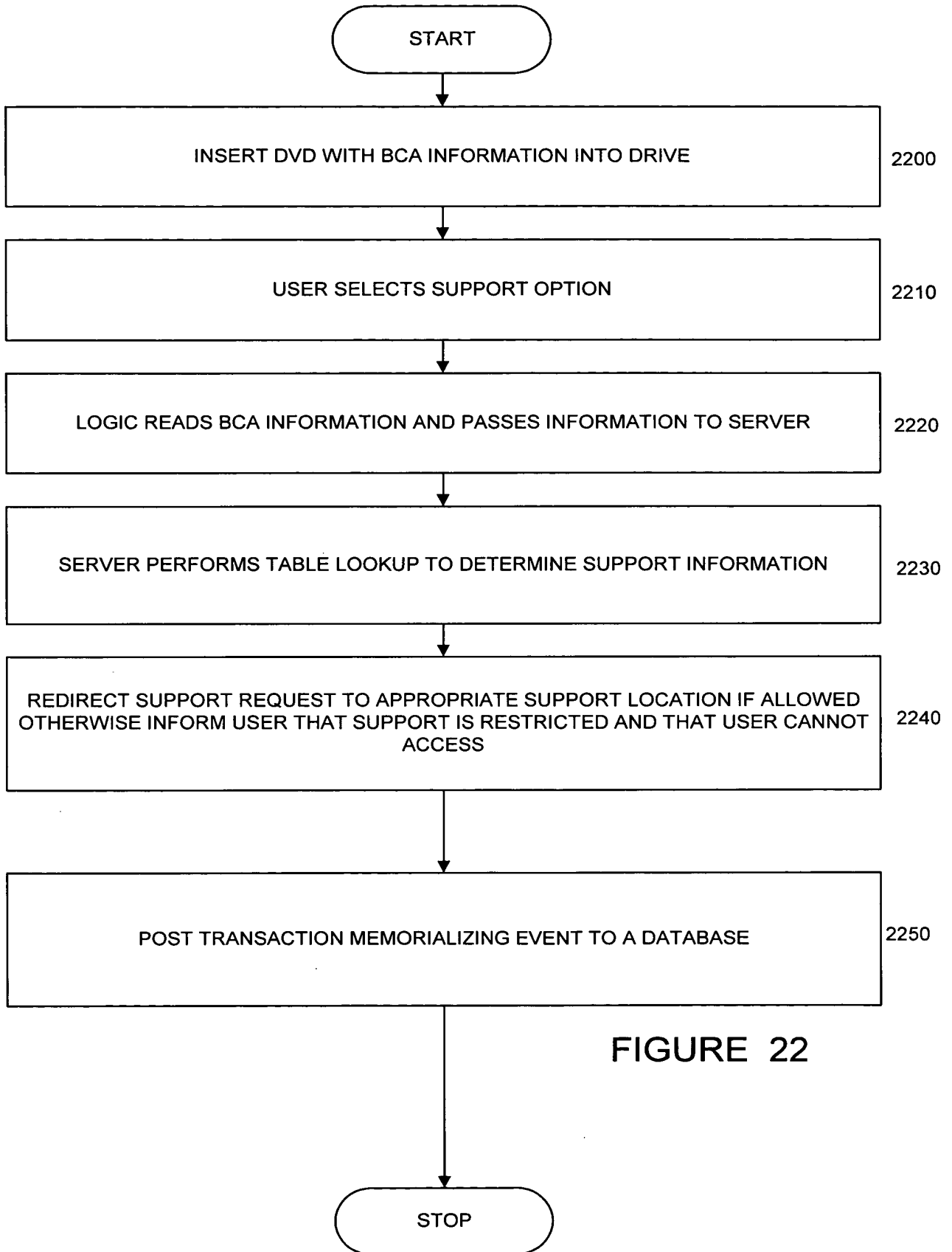


FIGURE 22

66F40" 20296260

APPROVED	O.G. FIG.	
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DRAFTSMAN		

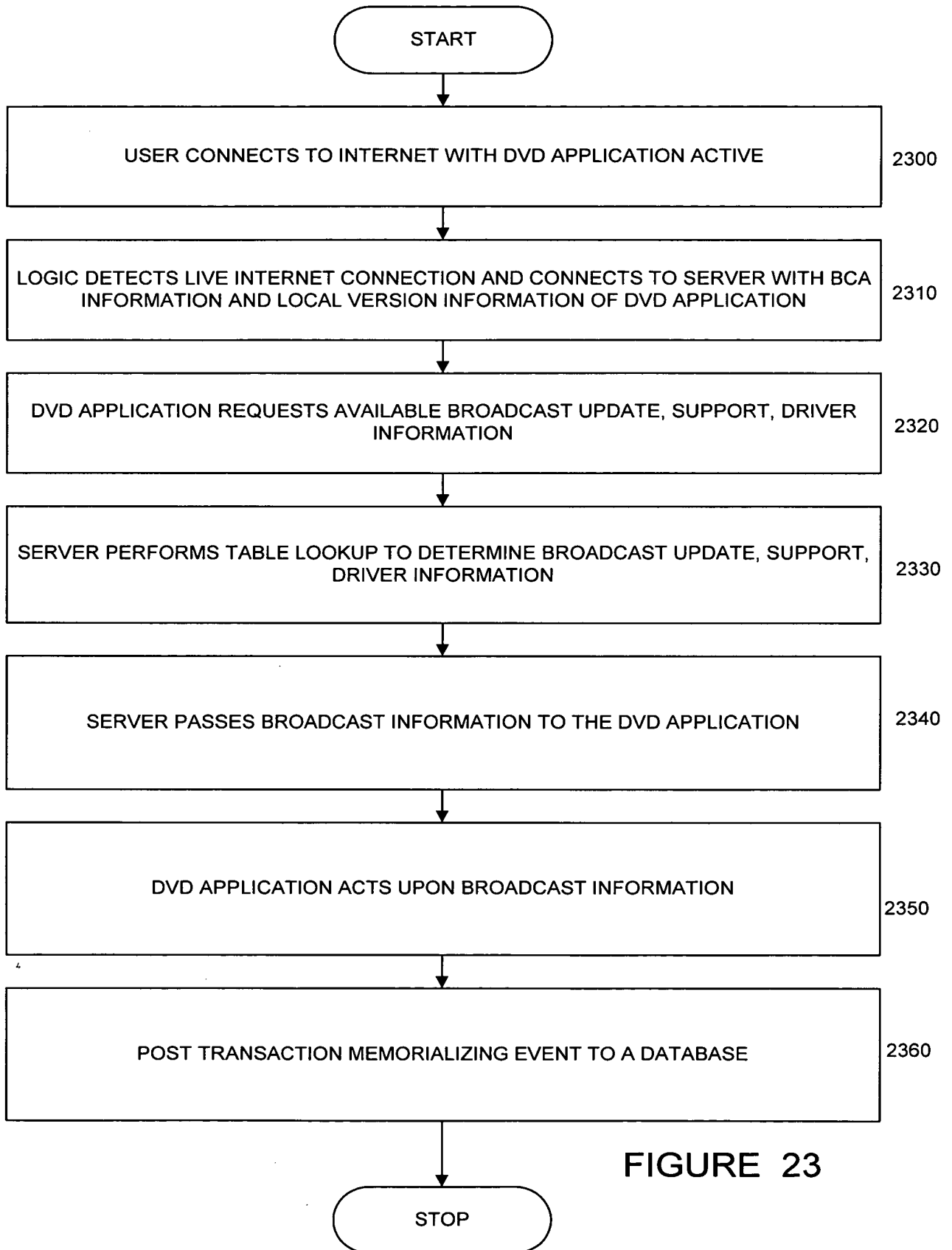


FIGURE 23